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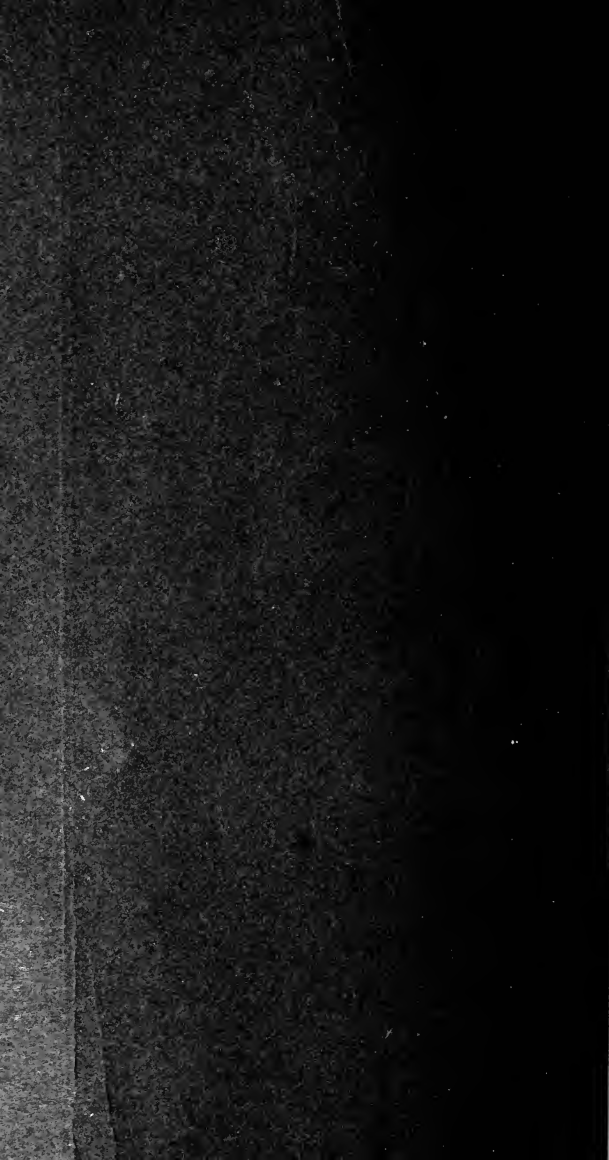
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U.S. DEPT. OF AGRICULTURE  
BUREAU OF PLANT INDUSTRY  
CHAPMAN'S  
Strawberry Plants  
for 1921



"Howard No. 17"  
The  
Million Dollar Strawberry  
Exclusively



C. E. CHAPMAN, Introducer  
North Stratford, Connecticut





PROFESSOR A. T. STEVENS,  
of The Connecticut Agricultural College,  
who has grown the "Howard No. 17"  
Strawberry for thirteen years and  
has never found its equal.

## FRIENDS

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**A** GAIN I come before you with the same Slogan—"Howard No. 17," the Million Dollar Strawberry Exclusively, for the reason that I have found no other variety of its season that comes anywhere near it in all the qualities that make up a great strawberry. Although I am testing the newer candidates for public favor, only time can determine what they will do. There are hundreds of you who have already found out for yourselves the truth of what I have told you before and there are still more hundreds who will pick the fruit from the "Howard No. 17," for the first time in 1921, and to all such the testimonials herein given will bring a message of hope and good cheer. To the many who have written me such kind letters of appreciation I wish to express my sincere thanks and to say that your kind words are an inspiration to me to give all with whom I may do business the best possible service.

There are many thousands who have not yet grown the "Howard No. 17" Strawberry who would, if they knew its worth, and it is for the purpose of giving this information that I am sending out this booklet. My interest in my customers does not end when I receive their check or money order but goes with them all through the months of waiting until hope has ended in fruition. It has always been my policy to do as well by the other fellow and, if possible, a little better than I would expect him to do by me, were the conditions reversed. And it is by trying to strictly adhere to that policy that has enabled me from a small beginning in the first place selling plants to local trade only, to enlarge my business, so that during the past year I sold more strawberry plants than any other plant grower or nursery firm in the State of Connecticut, according to the State Inspector of Nurseries.

## **"HOWARD No. 17"**

### **PERFECT FLOWERS**

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Those who have received my booklets in the past years know how I came to be the introducer of this berry. To others who receive my booklet for the first time I will say that this berry was originated in Hampshire County, Mass., some twenty years ago, but the originators did not introduce it to the general public but *did allow* some public institutions to test it, and among others the Connecticut Agricultural College, from which I received my first plants in the spring of 1916, from Prof. A. T. Stevens, a member of the faculty, and introduced it to the general public, with his permission, in the spring of 1918, he telling me that it was "too good a thing to let stand still." The letter which accompanied the plants sent me is printed herein for the first time.

In the spring of 1920, after I had been selling the plants for two years, sending the plants into twenty different states and also to Canada, selling the plants in lots of 25 up to 5,500, sending tens of thousands of the plants into their own state, and even into one of their adjoining towns, the originators came out and advertised it in small lots only, issuing no circulars but selling direct from their description, which I am pleased to give:

#### **ORIGINATOR'S DESCRIPTION.**

"The greatest market strawberry.

**'HOWARD NO. 17.'** More dollars are made growing this wonderful staminate variety than any other. Yields at the rate of 15,000 quarts per acre. Plants very vigorous, with perfect foliage. Berries are large, firm, very beautiful and delicious. Season very early to late. A strawberry that will solve the variety question for both home and market.

This berry was produced after thirty years of

scientific plant breeding and after 25,000 seedlings had been originated."

Although the truth compels me to say that I have never received any favors directly from the originators, not even a reply to letters sent them, yet I know that all they say regarding the performance of this berry is *wholly and absolutely true*. Of the last part regarding its origination, they alone know about, but I have not the slightest doubt that it also is true and it only confirms what I said in my booklet last year that "I am satisfied from its behavior that it is not of plebian birth." And now we all know that it is the most highly bred strawberry in existence, and I wish to pay tribute to the painstaking labor of the originators in producing this wonder of the strawberry world whose high ideal was not reached until after thirty years of scientific work had been accomplished and 25,000 seedlings that had been found unworthy had "bit the dust," when the "Howard No. 17" appeared as the consummation of that work—not the best among a few only—but the best among 25,000. And as the introducer of this wonderful creation, I assert that it is not enough to say that it is among the best varieties, but it stands in a class by itself in the superlative degree—the *one best* variety of its season. It may be equalled sometime in the dim and distant future but the time is not yet.

When I first introduced this variety I had no witness besides myself, except Prof. Stevens, but now there are a host of them and I want you to read what they say about it herein.

In the spring of 1919, and again in 1920, I sent plants of the "Howard No. 17," by request, for testing, to the New York Agricultural Experiment Station at Geneva, N. Y. This is probably the largest station in the United States and the testing of strawberries is one of the important lines of work carried on there, and we have no higher scientific authority in America on the strawberry. The plants sent them in 1919, fruited there the past summer



and I am pleased to give their report which follows:

"New York Agricultural Experiment Station,  
Geneva, N. Y., Sept. 1, 1920.

Mr. C. E. Chapman, North Stonington, Conn.,  
Dear Sir:—On return from vacation I find your letter of August 17th awaiting reply.

I am pleased indeed to report that the 'Howard No. 17' made an unusually good record this year and I hope to be able to order several dozen plants from you next spring, so that we may test it on a much larger scale.

For several pickings the variety ranked among the choicest of all kinds picked; retaining its large size and attractive appearance to the close of the season.

The plants were healthy and very productive, I am not taking time to make out a technical description. We have complete data for such a description but I judge that you wish only a statement as to its general behavior.

Very truly yours,

O. M. TAYLOR,  
Associate Horticulturist."

### **THE "HOWARD NO. 17" IN ARKANSAS.**

Editorial from "The Mena Arkansas Evening Star," May 21, 1920:

"Something New in Strawberries. Mr. C. H. Webster, beyond doubt one of the best posted berry growers in Mena, recently presented the editor with a box of unusual quality. They came from a purchase of 100 plants, 'Howard No. 17,' and called the Million Dollar Berry. They were of large size, smooth in shape and highly colored. With a view to testing these, they were kept two days out of the refrigerator and then three inside, and at the end were sound, a strong proof of quality. Deep red on the outside, the meat is very white, and they have excellent flavor, and are not of the sour type. Any strawberry is good, but some are even better, and this may prove to be worth a million; and here's hoping for more of them."

The above proves that the "Howard No. 17"

is a cosmopolitan variety—at home anywhere. Arkansas is a good ways south and the strawberry ripens there in April. The 100 plants above mentioned were purchased by Mr. Webster from me.

The two letters which follow were received by me the same day:

Nutley, N. J., July 19, 1920.

Dear Sir:—You will remember I purchased of you a few "Howard No. 17" strawberry plants, spring, 1919. Fruited this year. It's a *winner*. I find it a *firm* berry, a *tremendous* yielder of *large* berries, and of excellent *flavor*, and a fine *looker*, good *plant maker* and the *last* berries picked are *remarkably large*.

I had the following varieties alongside of the "Howard No. 17": Chesapeake, Big Joe, Magic Gem, Ford, Lupton, Chester, Gold Mine, Dr. Burill, Jessie, and the only berries that paid me were "Howard No. 17," Chesapeake and Big Joe.

Yours truly,

A. L. VREELAND.

Tolland, Mass., July 20, 1920.

Dear Sir:—No doubt you receive many reports from all over telling of the success of the "Howard No. 17" Strawberry and I also have one that is not guess work but from figures. Every year I have set a number of different varieties and determined to find the best one. Last year I set eight new varieties, including "Howard No. 17." As the fruiting season is just over I find only one variety, the Premier, which I class as next to the "Howard No. 17." But the "Howard No. 17" outyielded the Premier nearly double, so you see it's only the "Howard No. 17" for me, as it is far ahead of any berry I ever fruited.

Sincerely yours,

C. C. CLARK.

Simsbury, Conn., July 21, 1920.

My Dear Mr. Chapman:—I harvested a wonderful crop of "Howard No. 17." Heavy yield, fine quality, very attractive in every way. On the whole the best variety I have ever raised for market.

I thank you for advising me to plant this splendid berry.

Very sincerely,

J. B. McLEAN.

Mr. McLean fruited about an acre last year. He is a worthy brother of Hon. George P. McLean, United States Senator, Washington, D. C.

## GENERAL TESTIMONIALS

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Dr. Charles H. Peck, 30 West 50th Street,  
New York, June 7, 1920.

My Dear Mr. Chapman:—The berry plants arrived all right and are very satisfactory. Thank you for prompt attention to the order.

Very sincerely yours,

CHARLES H. PECK.

Montague, Mass., June 5, 1920.

Dear Sir:—The plants received Thursday in a very satisfactory condition. I thank you for the extras and you will hear from me again. I think you are the most honorable man in the plant business that I have ever done business with. Yours truly,

EDWARD C. McCLEARY.

Bangor, Mich., April 27, 1920.

Dear Sir:—This to notify you that box containing 500 strawberry plants, also 50 red raspberry plants arrived to my address April 21st per parcel post, and shipment came through in fine condition. I do not know when plants were sent off but they were fresh and better than some I received from close by and I give you due credit for square deal. Respectfully yours,

HENRY NORTH.

Petersburg, Illinois, April 29th, 1920.

Dear Sir:—I received the plants yesterday. They were in good shape and all right.

Very truly yours,

C. J. BLOOD.

When the Name "Chapman" Secured an Order:

Plymouth, Maine, May 4th, 1920.

Mr. C. E. Chapman:—The plants came this morning and look fine. The count was good and I thank you. I could not set them today

as it snowed last night, but can set them in a few days I think.

The name "Chapman" looked good to me, that is why I sent. Respectfully,

MRS. FLORA CHAPMAN NUTTER.

Wappingers Falls, Dutchess County, N. Y.,  
May 27, 1920.

Dear Sir:—The thousand strawberry plants came yesterday in the finest condition possible.

Many thanks for prompt shipment and fine quality plants. Very truly yours,

MRS. A. F. TRAVIS.

Minetto, N. Y., May 5, 1920.

Dear Sir:—The "Howard No. 17" plants received are the finest I ever received from any source, and every one is growing. I got 56 for 50. That is why I am inclosing my check for \$5.00 for more plants. Yours truly,

F. O. BUMP.

New Hamburg, N. Y., April 26, 1920.

Dear Sir:—The "Howard No. 17" plants which I ordered of you have been received and are by long odds the best plants it has ever been my good fortune to receive. Not only were the *plants* good, but the *count was* also, which is not always the case with a good many growers. I inclose my check for \$9.00 for which please send me 500 more plants to be sent as soon as possible. Yours truly,

CHARLES E. WICKS.

Fair Haven, Vermont, April 22, 1920.

Dear Sir:—The plants came today in extra fine condition, and will say that they are the finest I ever bought and I have bought many in the last thirty years. Sincerely yours,

W. C. RAYMOND.

Englishtown, N. J., May 3, 1920.

Dear Sir:—Your plants arrived May 1st and are the finest I ever got from a plant firm. I am inclosing my check herewith for \$4.50 for 250 more of the "Howard No. 17." Yours truly,

F. H. STEWARD.

Onkama, Mich., June 11, 1920.

Dear Sir:—Received the strawberry plants promptly. Yours respectfully,

M. E. SMITH.

East River, Conn., May 17, 1920.

Dear Sir:—I have received the plants and they are the best I ever saw. Very truly yours,

CHARLES H. BISHOP.

Y. M. C. A., Bridgeport, Conn., May 14, 1920.

Dear Sir:—This will acknowledge receipt of the 500 (plus) "Howard No. 17" strawberry plants, shipped by parcel post. They arrived last Wednesday in good condition. They look to be splendid plants. Yours truly,

JOHN D. BROCK.

Canterbury, Conn., R. F. D., No. 1,

April 22, 1920.

Mr. C. E. Chapman, North Stonington, Conn.,  
My Dear Sir:—Your plants arrived in fine condition. Thank you so much. Am inclosing one dollar for fifty more strawberry plants of the "Howard No. 17." Your plants always give great satisfaction and it's worth while to deal with an honest man. Yours truly,

MRS. EMILY BUSHNELL.

Arthur N. Peckham,

Manufacturer of Eastern Lumber,

Kingston, R. I., March 26, 1920.

Mr. C. E. Chapman, North Stonington, Conn.,  
Dear Sir:—I have been offered "Howard No. 17" plants from \$8.00 per thousand to \$17.00. I am going to order from you at the \$17.00 price, be-

cause I have heard very favorable reports of the way you pack your plants (I lost about 10,000 that were not properly packed) and of your method in general of doing business. Please send me so I can get them about the first of May, 3,000 "Howard No. 17" @ \$17.00 per thousand, \$51.00. Yours truly,

ARTHUR N. PECKHAM.

The plants were sent as ordered. I heard nothing more until I received the following letter:

Kingston, R. I., July 8, 1920.

Dear Sir:—Last spring I got of you 3,000 "Howard No. 17" strawberry plants. I also purchased 6,000 of the same variety of two other men at less than half the price per thousand that you asked, but I rather have your plants if they cost five times the price I paid for them. Inclosed please find check for \$10.00 for which please send me that amount's worth of "Howard No. 17," to plant over where the other men's plants died. Yours truly,

ARTHUR N. PECKHAM.

It is the same old story. You can not buy gold dollars for 50 cents apiece, neither can any reputable plant dealer sell plants for less than one-half what they would pay him for fruit. Mr. Peckham admits that my plants would have been cheaper at five times more per thousand than the others he got.

It is the poorest kind of economy for any one to set poor plants even as a gift.

Beware of the cheap John plant dealer for he is a *delusion* and a *snare*.

### **Prices of "Howard No. 17" Plants for 1921:**

25 plants, 75 cents; 50, \$1.00; 100, \$2.00; 250, \$3.75; 500, \$7.50; 1,000, \$15.00. Prepaid. All transportation charges paid to your address by parcel post. No matter how large the order I can divide it. Parcel post is much better than express, in every way.

The prices given are just what the plants will cost you delivered to your post office, or to your door if you live on a delivery route. You don't have to figure up any transportation costs. Remember this, no matter where you live.

### **PEARL STRAWBERRY.**

#### **Very Late. Perfect Flowers.**

My only reason for offering this is that it fills a place for about ten or twelve days that the "Howard No. 17" cannot fill or any other that I know, and I know about all of them. The "Howard No. 17." extends from early in the season up to and beyond such varieties as Chesapeake, Gandy and other late varieties like them, but the Pearl will fruit for ten days after they are gone and those who would like to have the season extended, either for the garden or commercially, the Pearl will be welcome. I will give the originator's description with which I agree in most part, and the New York Experiment Station, in its Bulletin for 1918 gives it much praise.

### **ORIGINATOR'S DESCRIPTION, IN PART:**

"It ripens when mid-season varieties are gone and extends the season ten to twelve days after Gandy is gone. The berries are as large as those of the Gandy and the plants are more productive. Every blossom sets a berry and the berries hold up well in size to the last picking. There are no green tips; it is a first-class shipper; quality good; blossom perfect; plants never rust; have heavy root systems and stand the drouth well. It is one of the strongest growers and succeeds in light and heavy soils."

I have found all the above just as described,



only I do not think it is well adapted to light soils but it is all right in a moist or heavy soil. I would not recommend it for a light, sandy or gravelly soil. It is a most beautiful plant, equally as healthy as the "Howard No. 17," never a sign of rust or any other disease on it. The past season, the first berries ripened the first day of July and the last were picked July 19th. The Pearl had its origin in Indiana in 1912. There is only one other plant dealer in New England who has the plants for sale, so far as I know, and he got his first plants from me.

Prices:—25, 75 cents; 50, \$1.00; 100, \$2.00. Prepaid.

## **FALL BEARING STRAWBERRIES AND RASPBERRIES.**

I shall have none of these for sale for the spring of 1921.

### **"HOWARD NO. 17" VERSUS PREMIER.**

Because the foliage of these two varieties look the same and there is also some similarity in fruit, some parties have claimed they were identical. A southern plant grower wrote me last September that he thought they were the same but he had not fruited the "Howard No. 17," and it is only by the fruit that it can be proved that they are not identical. The fruit of the Premier is "red to the center" according to the plant grower above mentioned. The New York Experiment station and others say the same. They settle the question of identity if this is correct for the flesh of the "Howard No. 17" is white to the center as I know. See also the "Howard No. 17" in Arkansas "Editorial" in this booklet.

The identity question has nothing to do with the merits of the two varieties if they are not the same.

Wanting to settle this question, if possible, I have written several parties who I knew had

grown both varieties, asking them to compare these two varieties. Their letters follow in the order received:

New York Agricultural Experiment Station,  
Sept. 28, 1920.

Mr. C. E. Chapman, North Stonington, Conn.,  
Dear Sir:—I wish to acknowledge the receipt of your letter of September 25th. I have already made a memorandum that the "Howard No. 17" should be tested side by side with Premier as we had but few plants fruiting of Premier the past season. So far as we could determine the Premier bloomed five days earlier, although the ripening season was the same. We made note that the fruit of "Howard No. 17" appeared to be throughout the season of large size and of a glossier and more attractive appearance than Premier, but a more extensive test must be made to verify this statement.

At the Syracuse State Fair, two weeks ago, I was asked to make a comparison between these two kinds, as there is a report in some counties that the two varieties are identical. We will be greatly interested to make this test next year.

Very truly yours,

O. M. TAYLOR,

Associate Horticulturist.

From Prof. A. T. Stevens to whom we owe the introduction of the "Howard No. 17":

Connecticut Agricultural College,

Storrs, Connecticut, Oct 4, 1920.

Mr. C. E. Chapman, North Stonington, Conn.,  
My Dear Mr. Chapman:—It matters not what others may say regarding the "Howard No. 17" and the Premier, if there has been any renaming it is on the part of the Premier.

The ordinary life of usual strawberry varieties would have had the "Howard No. 17" extinct before the Premier was born, but it still lives and who says that the "Howard No. 17" is named over Premier knows not what he is talking about. He had better read strawberry history a little.

As I said last spring I cannot say at present

but will take Mr. Taylor's word for it, for he makes no statements of which he is not certain. My plants evidently were not the genuine Premier, for there was not the least resemblance between those that I have and "Howard No. 17." It is much earlier, darker, smaller, shorter season, and not nearly so sturdy and prolific. Most sincerely yours,

A. T. STEVENS.

Hitchcock's Nurseries, 2 Suffield Street,  
Agawam, Mass., Sept. 27, 1920.

Mr. C. E. Chapman, Dear Sir:—In reply to yours of the 24th inst., relative to the "Howard No. 17" and Premier Strawberries, will say that I did fruit both varieties last June. While admitting that as grown here the Premier does to a certain extent resemble the "Howard No. 17" as to vine-growth (though not so vigorous) and color of foliage, yet the fruit is absolutely different, as to shape and flavor; also the color of Premier being several shades lighter than the "Howard No. 17." I should say about the same color as the Old Haverland. As it happened last June I picked about a pint of Premier and "Howard No. 17" in the same box and asked my wife to taste them for quality, saying nothing about varieties. Doing so she said, "what variety have you mixed with 'Howard?'" I do not like the color or flavor of the Premier as well as the "Howard No. 17," nevertheless from one season's test I consider the Premier promising enough for another season's trial. But four-fifths of all our setting last spring were "Howard No. 17." Respectfully,

E. M. HITCHCOCK.

Willard B. Kille,  
Trucker and Market Gardener,  
Swedesboro, N. J., Dec. 4, 1920.

Dear Sir:—I have fruited both Premier and "Howard No. 17." I have not had them under identical soil conditions and in making comparisons, I make due allowance for same. In foliage Premier and "Howard" are to all ap-

pearances alike, but in fruiting I find "Howard" continues over a much longer season and gives a far heavier yield than Premier. Those who have fruited Premier know that it is a remarkably fine early variety. The berries are of large size, quite firm and of splendid quality. It is proving to be a universal favorite over the entire country. Now add to the splendid qualifications of the Premier the additional points of heavier bearing, longer fruiting season, larger average size of fruit and you have the "Howard No. 17," which is by far the best variety of strawberry that we have ever had the pleasure of fruiting, and I feel proud of it and somehow cannot get over being grateful to you for making it possible for us to get this fine berry. When it fruited it bore out all your claims for it. It sure is a berry with a future and should be given a trial by every strawberry grower in the Union. Yours truly,

WILLARD B. KILLE.

Tolland, Mass., Dec. 4, 1920.

Mr. C. E. Chapman, North Stonington, Conn.,  
Dear Sir:—Yours at hand today and I am very pleased to give you my experience with these two berries as I surely thought they were the same before fruiting time, but then I found out they were not. With me the plant-growth is nearly the same, also the shape of the berries, but the "Howard No. 17" averages larger with an entirely different flavor and there is also much difference in color between the deep, glossy red of the "Howard No. 17," and the brighter red of the Premier. From three and one-half rows of Premier I picked 270 quarts (actual figures), while from three and one-half rows of "Howard No. 17" I picked 408 quarts,—nearly double. Now how is it possible for these two berries to be the same? The "Howard No. 17" is so far ahead in productiveness that there should be no further trouble about it. Very truly yours,

C. C. CLARK.

I feel much pleased with the above letters as

they show the frankness and honesty of the writers and their testimony is given without any prejudice and just as they see it. Does any fair minded person, after reading the above, believe these two varieties are identical? Is there any doubt in your minds which is the better variety?

The "Howard No. 17" has been in existence for twenty years. Its origin was in Massachusetts. We can only go back with the Premier to 1912, its origin Illinois. It will be noticed in all the letters the writers speak particularly of the difference in the fruit, while the foliage is the same. This seems to be a case where we cannot judge by "appearances" alone, but "by their fruits shall ye know them." The writers are no novices but are experts in all that pertains to strawberries.

The following letter accompanied the first "Howard No. 17" plants that I ever saw:

The Connecticut Agricultural College,  
Storrs, Conn., May 4, 1916.

Mr. C. E. Chapman, North Stonington, Conn.,  
My Dear Mr. Chapman:—I am sending you to-day by parcel post 50 of the "Howard No. 17" strawberry plants. As I told you last fall, am certain you will like the "Howard No. 17," and should be glad to have your report on the same.

Most sincerely yours,

A. T. STEVENS,

Hort. Dept. Connecticut Agricultural College.

That little package of 50 plants had a mission to perform and they got about it right away. I thought they were the handsomest plants I ever saw, with their bright green, healthy foliage, long, heavy roots and large crowns and, of course, were in the best possible condition, for they had just come from college. I gave them the best of care and in the fall everyone of the 50 plants answered the roll call, each with a good sized family of its own, and now there are millions of their descendants grow-

ing all over the country, putting tens of thousands of dollars into the pockets of the growers, and giving, I don't know, how many thousand dollars' worth of satisfaction to those who are so fortunate as to eat the fruit.

The Professor has heard the report from those plants, and whether growing in the rich virgin soil of cold Aroostook County, Maine, where it does not ripen until July, or in the far Southland of sunny Arkansas, where it ripens in April, it is the same story—"Howard No. 17," invincible, standing head and shoulders above all competitors—the one variety, in which, after growing strawberries for more than thirty years, I have found no fault. And if you want to be *absolutely* sure of getting the pure and unmixed plants of this variety—the kind whose fruit is red on the outside and white on the inside—if you wish to avoid all trouble like the kind that is told herein—send your order to the introducer and you will have no occasion to worry whether you have the right variety or not and they will be of the same high grade, with the same service given you, as to those who have testified to this in these pages, none of whom have I ever seen personally, so that it cannot be said that they are actuated by any feeling of personal friendship, but from gratitude for service rendered. Faithfully yours,

C. E. CHAPMAN,

Introducer, the "Howard No. 17," the Million  
Dollar Strawberry.

North Stonington, Conn.

Telephone 43-14, Mystic Exchange.

## **TERMS AND ADVICE.**

No goods shipped until paid for in full. I will, however, book orders if at least one-third the amount of the order is sent when ordering, as an evidence of good faith, the balance to be sent when you order the goods shipped. No attention will be paid to C. O. D. orders.

## **WHEN TO ORDER.**

Any time after you receive this booklet. Some of my customers had their orders booked last season from a month to six weeks before they wanted the plants and then notified me just before they wanted them. In this way you are sure of getting your plants when you want them. But if you cannot do this, I will take care of your order whenever it comes whether it is for 25 plants or 10,000, it makes no difference. Remittances may be made in any way that is most convenient to the sender.

Remember that I pay all transportation charges and send all orders by parcel post.

Shipping season begins in April and extends as long as orders are received.

## **STRAWBERRY CULTURE.**

I advise all wanting information on growing strawberries to send to the United States Department of Agriculture, Washington, D. C., for Farmers' Bulletin 1028, on Strawberry Culture. Published in 1919. It is up-to-date in every respect. Sent free.

# Firm Friends



Literally True. Yes, Indeed, We Are "Firm Friends"





